

The Junior League of Richmond's 18th Annual Touch a Truck

Saturday, October 21, 2023

Richmond Raceway

9:00am to 3:00pm

Rain or Shine



18th Annual

touch
a TRUCK

Est. 2006

CLIMB. EXPLORE. LEARN. TOUCH!



JUNIOR LEAGUE OF
RICHMOND



THANK YOU TO OUR 2022 TOUCH A TRUCK SPONSORS

Bucket Truck Sponsors (\$3,000+)

CarMax
Sunbelt Rentals

Excavator Sponsors (\$2,500)

Chesterfield Auto Parts
Infrastructure Solutions Group
Republic Services
T-Force Freight
Vulcan Materials Company
Woodfin

Car Carrier Sponsors (\$1,000)

Allan Myers
CSX
Loughridge & Company LLC
Ruckart Real Estate
Waste Management
Wegmans

Tow Truck Sponsors (\$500)

Oriole Landscaping
Patient First
Peebles Golf Cars
Play RVA
S.B. Cox Ready Mix
The Brothers That Just Do Gutters

Media Partner

Richmond Family Magazine

Non-Profit Partners

American Trucking Association
Chesterfield County Sheriff's Office
Chesterfield County Police
City of Richmond Sheriff's Office
Henrico County Department of
Public Works
Richmond Ambulance Authority
Richmond Department of
Emergency Communications
Richmond Fire Department
The Rolling Rack
Virginia DMV
Virginia Marine Police
Virginia State Parks
Virginia State Police



JUNIOR LEAGUE OF
RICHMOND

ABOUT TOUCH A TRUCK

18th ANNUAL

FAMILY FUN EVENT

Touch a Truck provides the unique opportunity for children to explore vehicles of all types, including public service, emergency, utility, construction, landscaping, transportation, delivery, and just plain cool — all in one place! Children are allowed to touch their favorite vehicles, get behind the wheel, and meet the people who help build, protect, and serve our community. Crafts, games, and food trucks are also part of the day.

OVER 4,000

ATTENDEES IN 2022

Touch a Truck provides an excellent opportunity for sponsors to showcase their company and interact with parents, children, League members, and the metro-Richmond community.

OVER \$75,000

RAISED IN 2022































Last year's event raised over \$75,000 to support the mission of the Junior League of Richmond. The funds raised go towards the Junior League of Richmond's community programs that are focused on "Women Helping Women" in the Richmond community.





2023 SPONSORSHIP LEVELS

TOUCH A TRUCK - OCTOBER 21, 2023

BENEFITS	<i>Bulldozer Sponsor \$10,000</i>	<i>Tractor Trailer \$5,000</i>	<i>Excavator \$2,500</i>	<i>Car Carrier \$1,000</i>	<i>Tow Truck \$500</i>
General Admission Touch a Truck tickets provided	30 Tickets	15 Tickets	12 Tickets	10 Tickets	5 Tickets
Presenting Sponsor designation on all materials					
Premium truck parking					
Logo on posters, flyers, and media marketing					
Social media feature					
Event publicity table/signage					
Recognition on Touch a Truck website					
Recognition in JLR Annual Report					
Invitation to Donor Party					

Please indicate your sponsorship level below and provide all requested information no later than September 22, 2023 to ensure receipt of benefits related to pre-event marketing.














Please note: Sponsors will not receive full sponsorship benefits until their full payment has been received.

Sponsors grant permission to JLR to take photographs or record videos of vendor and/or display during the event for the strict purpose of promotion and publicity of the event and/or JLR.



2023 SPONSORSHIP LEVELS

TOUCH A TRUCK - OCTOBER 21, 2023

BENEFITS	<i>Media Partner</i>	<i>Activity Vendor \$125</i>	<i>Non-Profit</i>	<i>In Kind Donation</i>	<i>Vehicle Participant</i>
General Admission Touch a Truck tickets provided	2 tickets	2 tickets	2 tickets	2 tickets	2 tickets
Logo on posters, flyers, and media marketing					
Social media feature					
Recognition in JLR Annual Report					
Invitation to Donor Party					
Recognition on Touch a Truck website					
Event publicity table/signage					

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EVENT GUIDELINES

The Junior League of Richmond looks forward to your participation in the 18th Annual Touch a Truck event on October 21, 2023.

- VIP Hour: 9:00am to 10:00am – 700 people anticipated
- General Admission: 10:00am to 3:00pm – 5,000 people anticipated
- Vehicle space assignments are determined on site by the Junior League of Richmond (JLR). \$10,000 and \$5,000 sponsors receive premium truck parking by entrance. Vehicles are located on gravel driveway or grass parking.
- Breakfast, lunch, and afternoon snacks are provided to two vehicle attendants per vehicle. Food vendors are also present at the event for cash purchases.
- Tables/chairs, electric hook-ups, and tents are available for rent. We ask that you reserve these items by September 22, 2023 on your Commitment Form.
- Wireless internet access is not available at the event venue. Service is not guaranteed by JLR.

VEHICLE PARTICIPATION GUIDELINES

- Submit Commitment Form, Certificate of Insurance, and Letter of Agreement prior to the event for participation. Government vehicles need to only submit the Commitment Form.
- One adult representative must be present during the event to supervise the Vehicle(s) between the hours of 9:00am to 3:00pm on Saturday, October 21, 2023. Vehicle attendants should be able to provide a description of the Vehicle(s) as well as facilitate guided “tours” of the Vehicle(s) interior as allowable by the Vehicle(s) size.
- Vehicle sponsors acknowledge that the nature of Touch a Truck involves the interaction of children with Vehicle(s) so that the children are able to touch, see, and explore the Vehicle(s) and learn about the Vehicle(s) function. JLR will take appropriate measures to facilitate a safe event, however, the sponsor remains responsible for the supervision and safety of its Vehicle(s). The sponsor shall indemnify, save and hold harmless JLR and its officers, directors, and volunteers from all liability, damage, loss, claims, costs, demands and actions of any nature whatsoever arising out of the Touch a Truck event.
- Vehicle participants must arrive on event day between 6:00am and 7:30am to set-up. Vehicles requiring special accommodations, such as a large turning radius, will be asked to arrive early during event set-up. Vehicles are expected to stay the entire length of the event and may not leave until the event’s conclusion at 3:00pm unless otherwise agreed to in advance by JLR. Advanced vehicle parking will be on Friday, October 20 from 12:00pm to 5:00pm.
- Vehicle participants will comply with a No Horn policy. Touch a Truck is marketed as an inclusive event for all children and attendees. As such, vehicle horns shall be disabled to prevent startling noise.

SPONSOR DETAILS

- To guarantee listing in pre-event marketing materials, return Commitment Form & payment by September 22, 2023.
- If applicable to your sponsorship package, tickets to the event will be held at will call for your guests.
- Sponsors may bring banners, signage, and decorations to promote their business. Promotional materials appropriate for children, such as giveaways, are strongly encouraged. JLR shall not be held responsible for any loss or damage to vendor property.
- Sponsors grant permission to JLR to take photographs or record videos of vendor and/or display during the event for the strict purpose of promotion and publicity of the event and/or JLR.
- Sponsor and their representatives shall conduct themselves in a manner that is appropriate for the family-oriented event, which includes but is not limited to no smoking, no profanity, and no display of inappropriate content or clothing.



18th Annual Touch a Truck Commitment Form

October 21, 2023

Please indicate your sponsorship level below and provide all requested information no later than September 22, 2023 to ensure receipt of benefits related to pre-event marketing.

Please note: Sponsors will not receive full sponsorship benefits until their full payment has been received.

Sponsorship Levels:

- ☐ \$10,000 Bulldozer Sponsor
- ☐ \$5,000 Tractor Trailer
- ☐ \$2,500 Excavator
- ☐ \$1,000 Car Carrier
- ☐ \$500 Tow Truck

Participation Levels:

- ☐ \$125 Activity Vendor
- ☐ Media Partner
- ☐ Vehicle Participant
- ☐ Non-Profit
- ☐ In Kind Donation

Additional Amenities:

- ☐ \$55 Tent
- ☐ \$50 Electrical Hook-Up (Advance)
- ☐ \$95 Electrical Hook-Up (Week of)
- ☐ \$15 6 Foot Table

Sponsor Name

Contact Name

Billing Name

Contact Title

Contact Title

Address Line 1

Billing Address

Address Line 2

Billing Line 2

City, State, Zip

City, State, Zip

Phone Number

Phone Number

Contact Email

Contact Email

Website

Facebook

Instagram

Additional Details (vehicle, activity, performance, etc.)

Sponsors will be emailed an invoice to the billing contact listed above for the selected sponsorship amount.

Thank you!

Please email completed form to:
hq@jlrichmond.org

For more information, contact:
Kerrigan O'Malley, Chair
touchatruck@jlrichmond.org

www.richmondtouchatruck.org